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Summer 2014 Marketing Intern

17 July 2014

Summer 2014 Marketing Internship Final Report

As a summer 2014 Marketing Intern for NASA Kennedy Space Center's (KSC's) Center Planning and Development directorate, I have gained much experience and knowledge of what is expected of me in any work environment. Throughout my time at KSC, I have had a number of responsibilities and duties, many of which involved collaborating with other directorates in order to acquire guidance and information from other NASA experts, attending and participating in meetings, and also editing and providing input to a collective project. My goal in this paper is to summarize my experience at KSC by explaining my responsibilities in detail and the skills I am able to take away as a result that will further aid me in my career path for the future.

The function of Kennedy Space Center's Center Planning and Development (CPD) directorate is to develop partnerships with the commercial space industry, academia, and other non-NASA government agencies to use KSC's facilities, technical capabilities, technologies and expertise, while building on existing partnerships. As an intern for the Spaceport Planning Office within the CPD, I played an essential part in promoting these opportunities by assisting the Marketing Specialist with updating the external KSC Partnerships website and other marketing materials, such as brochures, by writing, editing, and proofreading content, researching and gathering appropriate images as well as reviewing video clips for potential footage that would be

used to educate the public on KSC. With various projects and limited timeframe to complete each, learning to effectively manage my time and actively multitask was imperative.

KSC'S PARTNERSHIPS WEBSITE

The task of updating the external Kennedy Space Center Partnerships website required much time, focus, and cooperation with members of other directorates when gathering necessary information. The purpose of this project was to make the existing website more user-friendly and visually appealing not only for potential partners, but to the general public as well. For this project I was responsible for gathering appropriate images and writing, editing, and proofreading content, while also coming up with new ideas for website design and navigation.

Writing/Editing/Proofreading Content. Throughout my internship I worked closely with the main writer helping our team with the writing aspect of the website. I was asked to review her writing several times and was encouraged to give my input and propose changes if they were necessary. Often, I would also review and proofread through the website to find where certain pages were missing text or needed editing. Specifically, I was asked to write a summary paragraph for the “Benefits of Partnership” section of the website. I was able to summarize the main content in my write up and submit my final product to the Marketing Specialist for evaluation. After it was reviewed and perfected, my writing was incorporated into the website.

Another task that made use of my writing abilities was that of creating a success story for one of KSC's existing partners. For this task I did extensive research on the company as well as get in contact with the Partnership Development Manager associated with them to see what content was suitable to include in the writing. After making the necessary revisions, the short story was finally approved and inputted into the KSC Partnerships website.

Gathering Images. The primary duty for which I was responsible for throughout my internship was to find and gather images for the KSC Partnerships Website. The task of looking through various images and finding ones that were not only appealing but also appropriate to have was very time-consuming. For this I utilized the KSC Media Gallery and also got in contact with Public Affairs, as sources for images. More than once, for example, I accompanied two interns from the Small Payload Integrated Testing Services (SPLITS) group as they toured the lab facilities in KSC and gathered information to incorporate in the KSC Partnerships website.

What made this assignment slightly difficult to accomplish was that the images had to be of a NASA source and be large enough and of good quality so that they would not become too distorted when fitted into the website. Even so, this problem could not be avoided entirely; therefore, we decided to have one of the web designers slightly edit the images so that they would fit easily into the website while retaining their visual appeal. In order for the other members of the project to have access to these images I was instructed to upload them into the SharePoint site under our group project folder, where later on they would be selected individually and put on the KSC Partnerships website.

Coming Up With Ideas. At times during long discussions with the website development team pertaining to the overall layout of the KSC Partnerships website, questions about certain positioning of the content would arise. In such cases, I would sketch possible layouts for webpages in my note book and ask for everyone's opinion. If they liked my ideas I would have my sketches scanned and sent to those responsible for its design. By doing this we were able to get a better picture of what we wanted the website to look like and what content would be associated and included in those pages. This also allowed me to express and contribute my

creative ideas, which facilitated the overall communication dynamics of the group, allowing us to be more productive and lead to more successful brainstorming sessions.

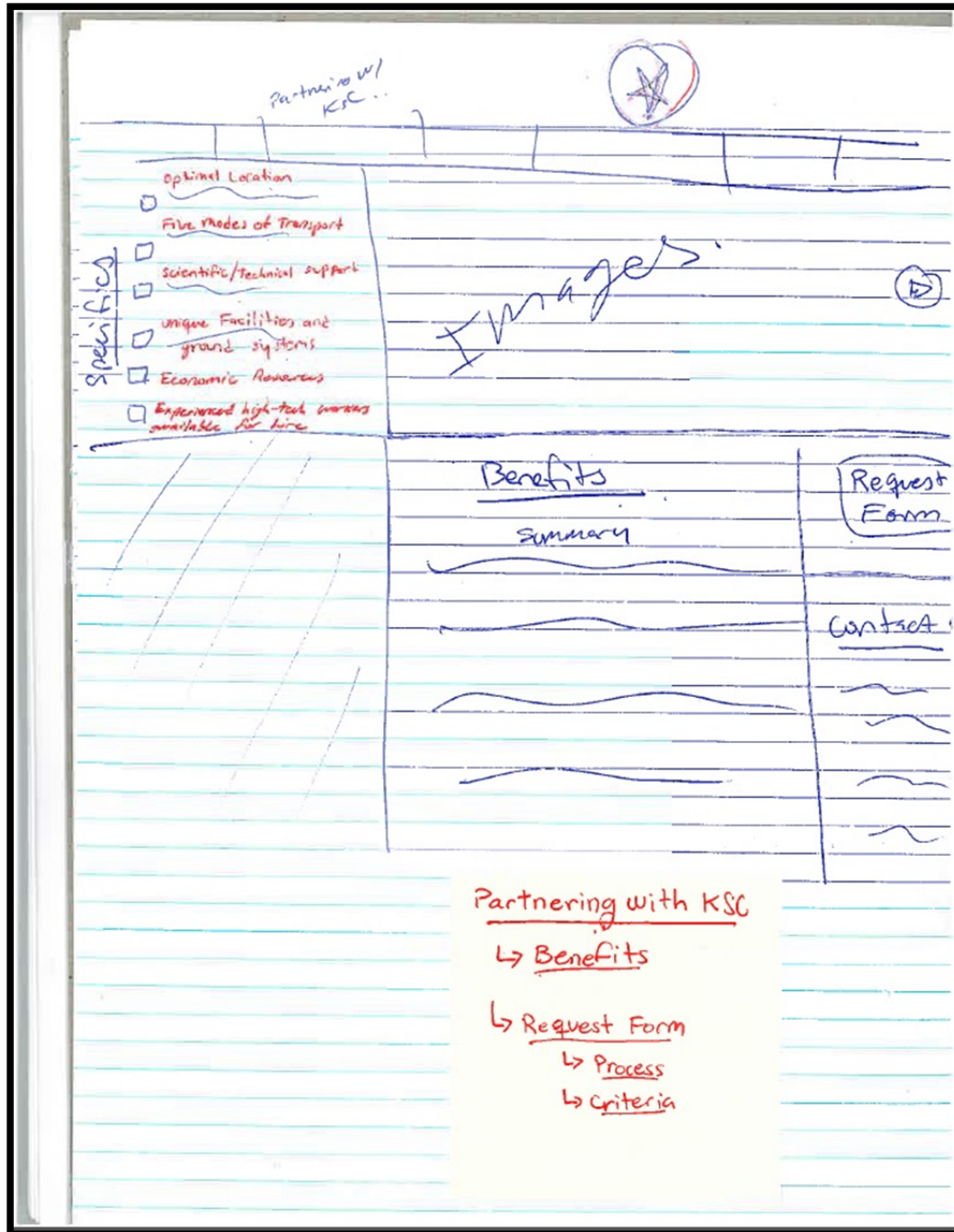


Figure 1: Benefits of Partnership Page Layout Sketch

VIDEO TESTIMONIALS

The secondary project for which I was responsible for overseeing was that of gathering video testimonials from existing partners. To be more specific, these would be short 1-minute video clips of existing partners discussing their experience with partnering with NASA Kennedy Space Center. They would be incorporated into the success stories page on the KSC Partnerships website with their corresponding success story. To accomplish this, I performed extensive research on KSC's partners and reviewed existing video clips of interviews for potential footage, coordinated with Partnership Development Managers (PDM's) and Public Affairs (PA) for new interviews, as well as attending and proposing my own set of questions for such interviews. However, after working on this project for some time, it was decided that it would be held off until the fall since it would not be complete and ready for approval by the September 1st deadline that was planned for the KSC Partnerships website; thus, becoming my primary project for the fall 2014 internship in which I will be continuing this work at Kennedy Space Center.

Researching Companies and Reviewing Video Clips. Before beginning a project it is highly encouraged that one do research in order to have the correct information. As I began my second task, I performed extensive research on KSC's existing partners to see what they do and if there were any existing clips or video footage in which they discussed the achievements they have done thanks to the Space Act Agreement with NASA Kennedy Space Center. I discovered that there were a number of such videos. For each of these, I watched the footage and selected time frames that concentrated on the content we were looking to include on the KSC Partnerships website.

What was discovered after this was that there would not be appropriate information discussed that could be released to the public and used to promote KSC Partnerships in a positive manner. To resolve this, I wrote my own sample questions and submitted them to Public Affairs to use for future interviews in order to prompt specific information from the interviewee.

Coordinating with PDM's and Public Affairs for Interviews. In order to communicate with existing partners certain protocols are to be followed. For this reason, beginning mid-June I contacted the Partnership Development Manager assigned to one of KSC's existing partners, who informed me of the days the partner would be available for an interview. The next step was to contact Public Affairs to schedule an appointment with the videographers in order for us to film. In my emails, I explained to her what the purpose of the interview was, who was the audience, and what information was expected from the interviewee by asking the specific questions which I had supplied.

Attending the Interview. For a duration of three days KSC's partners was conducting a variety of tests at the Shuttle Landing Facility (SLF), which is one of the few places in the world where high performance automobiles can be tested for high speed aerodynamic and safety designs due to the runway's unique length and concrete surface consistency. Fortunately, the interview was held on July 16th on KSC's Shuttle Landing Facility after having been rescheduled from the day prior due to inclement weather conditions. To our relief, KSC's partner was very eager to be filmed and answer our questions. He gave much insight about what it meant to be partnered with KSC and informed us of all the dreams and objectives he had accomplished thanks to his partnership agreement. Being responsible for having coordinated such an event, it was a great relief to attend and see everything come together after much planning and hard work.

CONCLUSION

As I have gathered from my experience here at NASA Kennedy Space Center, there are a lot of skills required to have in order to make any project successful. The ability to communicate effectively with others and listen respectfully to their opinions is essential for any team setting and work environment. By attending the weekly website discussion and AD staff meetings, I learned how important it was to have these qualities because not only did they serve me here, but I was also able to utilize them when coordinating between Public Affairs and PDM's for the video testimonials. Building relationships with coworkers is just as important because it is a good feeling when someone goes out of their way to help you. Needless to say, throughout my summer internship at KSC I have learned these and many more valuable lessons, and I could not be more thankful to have had such an amazing opportunity and be able to continue in the fall.

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Works Cited

Craig, Kay L. *Kennedy Space Center Partnerships*. National Aeronautics and Space Administration, 22 Jul. 2014. Web. 22 Jul. 2014.

Ryba, Jeanne. *Kennedy Space Center Media Gallery*. National Aeronautics and Space Administration, 6 Mar. 2009. Web. 22 Jul. 2014.